Amendments to the Claims:

1.   (Currently Amended) ~~A system for managing a plurality of identities of a user, the system~~ An apparatus comprising:

a ~~network entity capable of operating~~ processor configured to operate a user naming system (UNS), wherein the UNS is ~~capable of receiving~~ configured to receive, from an application, a request for an identity of a user, wherein the UNS is ~~capable of~~ configured to automatically ~~selecting a predefined identity~~ select one of a plurality of identities selectable for use by the respective application, the respective identity being selected based upon the application and at least one user preference independent of user input to the application, and wherein the UNS is ~~capable of providing~~ configured to provide the selected identity to the application.

2.   (Currently Amended) ~~A system~~ An apparatus according to Claim 1, wherein the UNS is ~~capable of receiving~~ configured to receive, from a trusted application, a request for an identity of a user, and wherein the UNS is ~~capable of selecting~~ configured to select an identity further based upon a status of the user.

3.   (Currently Amended) ~~A system~~ An apparatus according to Claim 2, wherein the at least one user preference comprises at least one naming preference, wherein the UNS is ~~capable of obtaining~~ configured to obtain a status of the user, and thereafter ~~matching~~ match the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the UNS is ~~capable of selecting~~ configured to select the predefined identity of the respective naming preference.

4.   (Currently Amended) ~~A system~~ An apparatus according to Claim 3, wherein the UNS is ~~capable of matching~~ configured to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the UNS is further ~~capable of matching~~ configured to match the application requesting the identity with an

application of one of the at least one naming preference having a matching status, and wherein the UNS is ~~capable of selecting~~ configured to select the predefined identity from the naming preference having a matching status and having a matching application.

5. (Currently Amended) ~~A system~~ An apparatus according to Claim 1, wherein the UNS is ~~capable of receiving~~ configured to receive, from a non-trusted application, a request for an identity of a user, wherein the UNS is ~~capable of~~ configured to one of ~~selecting and generating~~ select or generate a pseudonym to thereby select an identity, and wherein the UNS is ~~capable of providing~~ configured to provide the pseudonym.

6. (Currently Amended) ~~A system~~ An apparatus according to Claim 1, wherein the UNS is further ~~capable of identifying~~ configured to identify a current preferred identity based upon at least one user preference and a status of the user, wherein the UNS is ~~capable of receiving~~ configured to receive, from a trusted application, a request for an identity of a user, and wherein the UNS is ~~capable of selecting~~ configured to select the current preferred identity.

7. (Currently Amended) ~~A system~~ An apparatus according to Claim 6, wherein the at least one user preference comprises at least one naming preference, wherein the UNS is ~~capable of obtaining~~ configured to obtain a status of the user, and thereafter ~~matching~~ match the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the UNS is ~~capable of identifying~~ configured to identify the predefined identity of the respective naming preference as a current preferred identity.

8. (Currently Amended) ~~A system~~ An apparatus according to Claim 7, wherein the UNS is ~~capable of matching~~ configured to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the UNS is ~~capable of identifying~~ configured to identify, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein the UNS is ~~capable of selecting~~

configured to select the current preferred identity of an application matching the application requesting the identity.

9.   (Currently Amended) A method of managing a plurality of identities of a user, the method comprising:

receiving, from an application, a request for an identity of a user;

selecting a predefined identity one of a plurality of identities selectable for use by the respective application, the respective identity being selected based upon the application and at least one user preference, wherein selecting a predefined identity comprises automatically selecting a predefined identity independent of user input to the application; and

providing the selected identity to the application.

10.   (Original) A method according to Claim 9, wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting an identity comprises selecting an identity further based upon a status of the user.

11.   (Original) A method according to Claim 10, wherein the at least one user preference comprises at least one naming preference, and wherein selecting a predefined identity comprises:

obtaining a status of the user;

matching the status of the user with a status of a naming preference that also includes a predefined identity; and

selecting the predefined identity of the respective naming preference.

12.   (Original) A method according to Claim 11, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the method further comprises:

matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,

wherein selecting the predefined identity comprises selecting the predefined identity from the naming preference having a matching status and having a matching application.

13.   (Currently Amended) A method according to Claim 9, wherein receiving a request comprises receiving, from a non-trusted application, a request for an identity of a user, wherein selecting an identity comprises one of selecting and or generating a pseudonym, and wherein providing the selected identity comprises providing the pseudonym.

14.   (Original) A method according to Claim 9 further comprising:
identifying a current preferred identity based upon at least one user preference and a status of the user,
wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting a predefined identity comprises selecting the current preferred identity.

15.   (Original) A method according to Claim 14, wherein the at least one user preference comprises at least one naming preference, and wherein identifying a current preferred identity comprises:
obtaining a status of the user;
matching the status of the user with a status of a naming preference that also includes a predefined identity; and
identifying the predefined identity of the respective naming preference as a current preferred identity.

16.   (Original) A method according to Claim 15, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, wherein identifying the predefined identity comprises identifying, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the

respective application, and wherein selecting the current preferred identity comprises selecting

the current preferred identity of an application matching the application requesting the identity.

17. (Currently Amended) A computer program product for managing a plurality of

identities of a user, the computer program product comprising a computer-readable storage

medium having computer-readable program code portions stored therein, the computer-readable

program code portions comprising:

a first executable portion for receiving, from an application, a request for an identity of a

user;

a second executable portion for selecting a predefined identity one of a plurality of

identities selectable for use by the respective application, the respective identity being selected

based upon the application and at least one user preference, wherein selecting a predefined

identity comprises automatically selecting a predefined identity independent of user input to the

application; and

a third executable portion for providing the selected identity to the application.

18. (Original) A computer program product according to Claim 17, wherein the first

executable portion is adapted to receive, from a trusted application, a request for an identity of a

user, and wherein the second executable portion is adapted to select an identity further based

upon a status of the user.

19. (Original) A computer program product according to Claim 18, wherein the at

least one user preference comprises at least one naming preference, and wherein the second

executable portion is adapted to select a predefined identity by obtaining a status of the user,

matching the status of the user with a status of a naming preference that also includes a

predefined identity, and thereafter selecting the predefined identity of the respective naming

preference.

20.   (Original) A computer program product according to Claim 19, wherein the second executable portion is adapted to match the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the computer program product further comprises:

a fourth executable portion for matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,

wherein the second executable portion is adapted to select the predefined identity from the naming preference having a matching status and having a matching application.

21.   (Currently Amended) A computer program product according to Claim 17, wherein the first executable portion is adapted to receive, from a non-trusted application, a request for an identity of a user, wherein the second executable portion is adapted to one of select and or generate a pseudonym, and wherein the third executable portion is adapted to provide the pseudonym.

22.   (Original) A computer program product according to Claim 17 further comprising:

a fourth executable portion for identifying a current preferred identity based upon at least one user preference and a status of the user,

wherein the first executable portion is adapted to receive, from a trusted application, a request for an identity of a user, and wherein the second executable portion is adapted to select the current preferred identity.

23.   (Original) A computer program product according to Claim 22, wherein the at least one user preference comprises at least one naming preference, and wherein the fourth executable portion is adapted to identify a current preferred identity by obtaining a status of the user, matching the status of the user with a status of a naming preference that also includes a predefined identity, and thereafter identifying the predefined identity of the respective naming preference as a current preferred identity.

24.   (Original) A computer program product according to Claim 23, wherein the fourth executable portion is adapted to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the second executable portion is adapted to identify, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein the second executable portion is adapted to select the current preferred identity of an application matching the application requesting the identity.